

National District Export Council Working for America's Exporters



March-April 2013 Newsletter



A Message from the Deputy Assistant Secretary for Domestic Operations

Dear DEC Members:

Welcome to spring and the latest DEC Newsletter. We have entered the fourth year of the National Export Initiative, and I am pleased to report that, with your assistance, U.S. exports increased from \$1.58 trillion in 2009 to a record \$2.2 trillion in 2012. Nearly 10 million jobs were supported by these exports in 2012.

The U.S. and Foreign Commercial Service is committed to goals of the National Export Initiative and is engaged in several ongoing initiatives to promote U.S. exports, including the Doing Business in Africa Campaign and the Metropolitan Export Initiative. Detailed information is available about both of these initiatives in this month's newsletter.

In Domestic Operations, we continue to increase the number and scope of trade promotion events and activities undertaken at the local level and we applaud the focus and dedication that DECs around the country bring to collaborative events. Just to give you an idea of how intensive these efforts are, USEACs were involved in nearly 1,000 events around the country between October 2012 and April 2013, many of them with the DECs as key partners. We are also conducting across-the-field training of employees, and look forward to strategic planning sessions with our senior field managers this month.

Heartfelt thanks to all the DECs for the countless volunteer hours you devote to your fellow exporters. I continue to engage with local communities and hope to meet with as many of you as I can this year.

Best Regards,

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DEC MISSION:

The District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

UPCOMING EVENTS



Gateway to Europe in Minnesota

Western, Central, and Eastern Europe - June 4-5, 2013

Radisson Hotel Minneapolis: 35 South Seventh Street, Minneapolis, MN

The MN District Export Council is pleased to present the Gateway to Europe conference, the second of two regional International Trade Administration conferences to be held in Minneapolis in 2013! This annual conference will bring more than 25 Senior Commercial Diplomats and U.S. international trade officials covering the European, Russian and Turkish markets. Participants will discover how to identify new export opportunities, increase market share and competitive edge, and develop strategic relationships with those that are on the forefront of business and exporting in these key markets.

Conference attendees will have the opportunity to:

- Pre-schedule one-on-one meetings with Senior Commercial Diplomats
- Attend keynote addresses by leaders from government and industry
- Interact with public and private service providers
- Identify where their next, best business opportunity may be in Europe, Russia or Turkey

Register today at:

https://exportassistance.com/component/dtregister/?eventId=310&task=event_register&type=reg_options

Maryland/DC DEC Hosts a Celebration of International Trade

DEC members and exporting colleagues – attend this event and experience a powerhouse team of international business experts who will share their insights in international trade. This event will be hosted by the Maryland/DC DEC at the Maritime Institute Conference Center in Linthicum, MD on Tuesday, May 21 from 7 a.m. to 5 p.m. Attendees can expect deep, content-rich panel discussions with high-level export executives, leaders, practitioners and government representatives. The 90-minute tracks will cover manufacturing exports; exporting services; trade finance; export regulations; risk mitigation; government export promotion resources; logistics; and financial/tax considerations.

Price: \$99. State/federal government employees free.

Contact: Brian Meritt (brian.meritt@mcgladrey.com) or Carl Livesay (carl.Livesay@IBCLimited.com)

UPCOMING EVENTS

April 2013

Sunday	Monday 1	Tuesday 2	April 23, 2013 — Indianapolis, Indiana DEC—Export University 101: Taking the Fear Out of Exporting.	Friday 5	Saturday 6
7 14 Apr 25	2013 – Houston	9 . Texas	http://events.constantcontac t.com/register/event?llr=pfuq jzbab&oeidk=a07e74iaz6c5fd c49af	19	20
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May 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
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5	6	May 15, 2 North Car Export Un	11				
12	13		vents.html	Greenville, South Carolina DEC — Export University 101 http://www.sctrade.org/exp			
19	20	21	May 29, 2013-	ort_university		25	
26	27	May 29, 2013—Clearwater, Central Florida DEC Export University: Export Compliance Bootcamp http://www.floridaexporter.com/home.html					



Now is the Time to Increase Exports to Africa

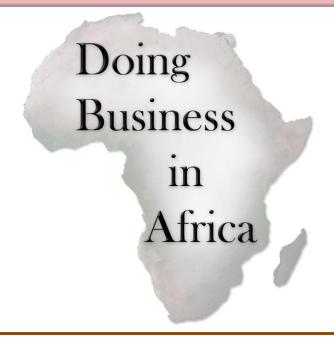
Did you know that U.S. Africa trade has tripled over the past decade and that U.S. exports to sub-Saharan Africa now top \$21 billion? Did you know that Africa is now one of the fastest growing economies in the world?

Last year, the Administration launched the "Doing Business in Africa" (DBIA) Campaign in order to leverage the federal government's trade promotion, financing and strategic communications capabilities to help U.S. businesses identify and seize opportunities in Africa. The DBIA Campaign reflects an unprecedented, whole-of-government approach on the part of the United States to increase the level of its trade promotion to the region, but also expand the availability of trade financing. The U.S. Commercial Service is heavily involved in the initiative, holding Africa-focused events and receiving additional training on Africa markets and opportunities.

For more information, visit www.export.gov/africa.

DEC Member Invited to White House Doing Business in Africa Forum

On February 20, Kusum Kavia, a member of the California Inland Empire DEC, was invited by the Ex-im Bank Vice Chair to participate in this full-day forum. The Forum offered invitees in international trade a chance to hear from Senior White House, ITA, MBDA, SBA, OPIC, Ex-im Bank, and USTDA officials about the forecast for U.S. sales to Africa. It was structured to allow maximum networking and sharing of best practices among the 100+ guests. The event was part of the "Doing Business in Africa" (DBIA) Campaign, which is detailed above. DBIA was introduced, and officials spoke of the emerging importance of the region as a trading partner. Attendees were also provided information on government resources available to U.S. companies interested in exporting to Africa. Trade promotion, trade financing, and market considerations were addressed, and after a luncheon, the event had breakout sessions on a variety of topics including how to start selling to Africa; African Diaspora; and infrastructure and energy opportunities in Africa. For more information on the DBIA, visit www.export.gov/africa.



Illinois DEC Hosts Africa Event

On April 10, the Illinois DEC partnered with the South African Consulate General in Chicago; International Trade Association of Greater Chicago and the Chicago USEAC to host "Doing Business in Africa: Looking to South Africa – A New Frontier for Business." The breakfast program featured presentations by Donnadelliah Maluleke, Trade Commissioner, South African Trade Commission Chicago, and Robert Telchin, Senior International Trade Specialist, Office of Africa, U.S. Department of Commerce.





North Dakota International Trade Reception

The North Dakota District Export Council hosted a reception on Monday February 18th, 2013, in Bismarck, North Dakota to discuss federal trade policy issues that are currently affecting North Dakota businesses. Senator John Hoeven, Congressman Kevin Cramer, and a representative from Senator Heidi Heitkamp's office were in attendance. Senator Hoeven emphasized the importance of trade in a press release the day following the reception.

DECs Hold Annual All-Texas Meeting



On March 21-22, the Houston, West Texas, North Texas, and Camino Real DECs held their annual statewide meeting in Houston. This is always a much-anticipated event designed to pull together the DECs of Texas, which rarely have such an opportunity due to widely spread locations across the big state of Texas. At least 50% of the DECs' collective members attended the March 21 reception, the March 22 meeting or both — a testament to the desire of these organizations to share best practices, learn about each others' issues, and just say "hey!"

The meeting was kicked off with welcome remarks by Houston DEC Chair Jamie Joiner and National Chair Dan Ogden, who happens to be a Texas DEC member. Attendees also got a glimpse into what role organizations like the Greater Houston Partnership and the Houston Airports System play in international trade. As always, attendees were pleased to hear from a representative of the Ports Authority regarding customs and logistics issues, and an exporter panel gave Texas DEC members Felipe Guzman, David Reed, and Brenda Hall a chance to share their personal experiences with the audience. Post-lunch, IMF's presentation on "Foreign-Trade Zone Creating International Supply Chain Solutions" generated a great deal of excitement. The day concluded with updates on the DEC 100 program, Export University and the National DEC website.



Plenary Meeting Agenda Includes International Contacts

Shown in the photo to the left is Guy Fox, Southern CA DEC Chair and Betty Young, Hong Kong Trade Development Council. The Southern CA DEC invites people involved in trade from various countries to attend the plenary meetings. This gives members an opportunity to meet people and take advantage of international resources.



Metropolitan Export Initiative Seeks to Expand Exports

The Metropolitan Export Initiative was designed by the Brookings Institute and implemented by the Department of Commerce to create and implement customized Export Plans for individual cities. MEIs are ground-up collaborative efforts that work with regional civic, business, and political leaders. These localized export plans apply market intelligence to develop targeted, integrated export-related services and strategies that help regions better connect their firms to global customers, as outlined by their individualized export goals. The program's 2011-2012 pilot cities were Portland, Los Angeles, Minneapolis-Saint Paul and Syracuse. These pilot cities helped glean useful information such as what prevents companies from exporting, what kinds of opportunities they may not be aware of, how often they export reactively instead of proactively, etc. These results will help to focus efforts on those issues businesses face every day while trying to export. DEC members and USEACs have worked collaboratively with MEI leaders, and will continue to do so as the initiative spreads throughout the United States.

For more information, go to

http://www.brookings.edu/about/projects/state-metro-innovation/mei



Southern CA DEC Shares Views with Congressional Rep

Pictured to the left is Southern California DEC Chair Guy Fox with Representative Janice Hahn. The DEC had a recent meeting at Representative Janice Hahn's (CA-44) office with David Matsuda (Maritime Administrator, U.S. Dept. of Transportation). The DEC addressed port and airport infrastructure, port competition, and port security during the meeting.

Want a Voice in Trade Policy?

The Industry Trade Advisory Committee for Small and Minority Business (ITAC 11) is seeking new members to add to its roster! ITAC 11 is one of 16 Industry Trade Advisory Committees administered by DOC and the USTR. Committee members advise the Secretary of Commerce and U.S. Trade Representative on trade policy matters and are an integral part of the U.S. trade policy-making process.

In order to ensure that ITAC 11 has the broadest possible small and minority business representation, the Committee is seeking applicants from the following industries -- agriculture, tourism/hospitality, construction, retail/franchise stores/restaurants, real estate/rental and leasing, educational services, arts and entertainment, administrative and support services, and waste management and remediation services. Geographically, ITAC 11 seeks businesses from a large number of states. To get additional information about the ITAC system and to apply for membership in ITAC 11 or any ITAC, contact laura.hellstern@trade.gov and visit http://ita.doc.gov/itac.

DEC NEWS



North Carolina DEC and Greensboro USEAC Host "Optimizing Your Global Marketing"

On Thursday, March 14, 2013, the NC DEC and the Greensboro USEAC hosted 33 NC participants for a 201-level Export University course. The curriculum was on best practices for attracting international buyers at trade shows, creating effective global marketing materials and web sites, search engine optimization for export, and using social media. Speakers included Christina Zoccoli of Reed Exhibitions, Gaspare Marturano of Fastlane Communications, Justin Seibert of Direct Online Marketing, and Gary Shallo of ESP, Inc. The attendees were thrilled with the unique and targeted subject, one even saying "The morning Export University session was the most interesting that I have ever attended. We need to promote these topics of Web design and Social media as much as possible to help people leverage the internet for their international sales and marketing."



DEC Chair Recognized in Business Publication

Kentucky DEC Chair and Bingham
Greenebaum Doll LLP partner Robert
L. Brown was recently recognized by
Business First for his success in
international trade. In the feature
article, Brown discusses the
importance of international
relationships and how he helps
clients find the most efficient way to
work internationally.

Brown, who has experience working in London, New York City, Tokyo, San Francisco and San Diego, has a master's degree in Japanese business practices and has taken intensive Japanese language education. The article illustrates how Brown has worked for years to introduce Louisville-area businesses to the overseas market. "After all," he says in the article, "I have more than 30 years of connections around the world."

Click here to read the full article on the Business First website.

DEC EXECUTIVE SECRETARY PROFILE



Antonio Ceballos, Executive Secretary, Mid Atlantic District Export Council

Antonio (Tony) Ceballos has served as the MidAtlantic District Export Council Executive Secretary for the last seven years. How does he manage the role of Executive Secretary and the job of Director at a very busy USEAC? "Whenever the responsibilities of being Director and Exec Sec come along, I just find a way to get things done," says Tony. "And I have a very dedicated Executive Committee (Margaret Gatti-Chair, Joe Zeccardi-Treasurer, and Michael Ford-Vice Chair) with whom I work very closely. As a team, we focus on the DECs goals, move the DEC in the right direction, and keep momentum going."

Born and raised in Southern California, Tony graduated from University of California, Riverside, worked in the private sector for a while, and joined the U.S. Commercial Service in 1998. He worked first at the Ontario, CA USEAC and then at West Los Angeles. Tony moved to the Philadelphia area in 2005 to become Director of the Philadelphia USEAC and thus the MidAtlantic DEC Executive Secretary.

Tony's favorite part of being an Executive Secretary is having the chance to work with DEC members on projects that harness the resources of the U.S. Commercial Service and its partners and have a significant impact on trade. For example, the MidAtlantic DEC has been the lead sponsor of the TradeWinds and Discover events which focus on targeted export strategies, international partner matching, and new market development. Tony also enjoys seeing how active the members of his DEC are, as they extend their volunteerism beyond the organization as well. Some members are also very involved with Commerce/USTR's Industry Trade Advisory Committees, Custom's Export Committee which deals with Customs ACE system, and BIS's export control reform programs. So in addition to donating their time and efforts to the DEC, they also travel to Washington several times a year as advisors. "They're obviously very committed to the improvement of U.S. trade and very generous with their time to help whenever possible," Tony adds.

Tony and the Executive Committee are pleased that the MidAtlantic DEC is made up mostly of Vice Presidents or Export Managers of small or medium-sized manufacturing firms. The firms have a solid capacity to export, and most have hands-on experience in exporting, giving them a credible voice as they advocate on trade issues.

But Tony's job is not without its challenges. One in particular is getting DEC members to the National Conference. Tony has experienced this with other DECs as well, and wonders if companies from large, bustling metropolitan areas with easy access to export resources find it tough to justify leaving there area for export networking and education. A question that DEC conference planners ponder each year!

By way of best practices, Tony believes that it is critical to keep up with quarterly face-to-face DEC meetings, as interaction among members is essential to maintaining cohesion and esprit de corps among DEC and CS staff. He would also advise all DEC Executive Secretaries to identify their most dedicated and reliable DEC members and recruit them for core roles within the DEC. "The DEC will benefit from their active leadership and follow-thru on projects and events, and the member will gain satisfaction from his or her DEC experience and encourage others to step up to the plate," Tony suggests.

DEC CHAPTER PROFILE



For the last 20 years, the Arkansas DEC has encouraged and trained Arkansan companies to increase exports through a combination of seminars, courses, and public events. Over the last few years the Arkansas DEC has amassed an active bunch of members who have proven willing to volunteer their time to help companies increase jobs through exporting. The Arkansas DEC community of exporters is incredibly diverse, but they all have a couple of things in common: all members recognize the benefits of sharing information, and they all see the overall benefits which exporting can bring to the state's economic development.

As the Arkansas DEC has grown more active over the past few years, it has been able to introduce several new programs. The DEC now collaborates with the Governor's office to put on The Governor's Award for Excellence in Global Trade, a luncheon during which the Governor presents awards to leading area exporters (in the photo above of last year's luncheon, Governor Mike Beebe is speaking, DEC members are at different tables, and DEC Chair Graham Catlett and former Executive Secretary Patricia Gonzalez are at the table in front of him). The DEC also oversees Export University courses, which have been taught in four different cities on multiple occasions. Special conferences, including "Exporting to the Aerospace Industry in Mexico and Brazil" and "Financing Exports," have also received a renewed emphasis. Finally, to help build awareness of their programs, the Arkansas DEC has created a new website and newsletter, as well as putting an increased emphasis on Legislative Relations to build awareness of DEC activities amongst government officials.

Several practices have proven particularly useful to the renewed activity of the Arkansas DEC. First, the DEC arranges meetings to include a company tour and presentations by Legislative and business leaders. This enables DEC members to develop personal relationships with key people in the community and to learn about exporting activities outside their own sphere. Second, the DEC encourages full participation by members, because this makes educational programs more successful.

Despite its recent successes, the Arkansas DEC still faces some challenges. Perhaps the greatest challenge is to reach potential exporters. It's not always easy to get people to turn out for events. As a result, the DEC has decided to focus on reaching more companies through special programs. In doing so, the Arkansas DEC hopes to manage the "fear factor" related to exporting and continue to grow their membership base into the future.

DEC CHAIR PROFILE



Guy Fox, Chair, Southern California District Export Council

Before Guy Fox became the Chairman of the Southern California DEC, the organization was languishing. No structure, no strategic plan and no money. Fast forward 3.5 years to today, and it is easy to see how Guy Fox has been enormously successful at turning the Southern California DEC around.

A DEC member for 7 years, Guy Fox has striven to create a culture of responsibility, communication and strategic planning during his tenure as Chair. To accomplish these goals, Guy has set up numerous committees -- Outreach, which deals with webinars, special events and reaching out to the business community; Combined Events, Programs, and Sponsorship committees, with Chairs for each segment; Historian, which captures what the DEC is doing currently; and Legislative/Regulatory, which helps DEC members know what's going on in Congress. The DEC also has a Membership committee that handles all of the nominations and screens all new members. Its Communications Committee has set up a world class website, and has Twitter and Face Book for extended communications. Each and every member of the Southern CA DEC is required to be on a committee, which keeps all members involved and up to date. Guy has also focused on making sure that all DEC events are directly related to the mission – mentoring new-to-export and ready to export companies. So far, this strict system of accountability is working great. "As long as we communicate, we're able to keep people in the loop and keep them interested in the DEC," says Guy. One of Guy's favorite examples of the importance of staying active is the story of the Old Dutch man whose son says 'I'm hungry,' to which the father replies, "Stay hungry, my son." In short, Guy believes that DEC members need to stay active and involved in order to get things accomplished.

Under his tenure, the DEC has formed close working relationships with USEACs in Orange County, West LA, Ventura, Santa Barbara, and Downtown LA. In addition, the DEC has partnered with the Port of LA, from which one DEC member hails. The DEC works closely with the Port of LA on its "Tradeconnect" program. He has also made sure that he has members from all of the assets of Southern California, for example the Port of Long Beach, Cal State University, Los Angeles World Airports, and University of Southern California.

Guy understands that making a team out of 40 high level business executives can be challenging. Despite this challenge, he has managed to harness the talents of his members to create a successful DEC. "We eliminated the ego aspect of it. I don't like to take any credit for anything and that sets the base," Guy says. "What I like about the DEC is that it is a dynamic force and a team. It was nothing when we took it over and it was a challenge to get money in the bank, create a team etc. Just being able to work and have all these people as resources for the international trade public is great." Guy believes that DECs should be proactive and partner with a wide variety of organizations. These beliefs have reaped dividends for the Southern California DEC. The DEC also has two Executive Secretaries and three Vice Chairs who help manage the large area of responsibility, and has also formed strategic partnerships with other international trade organizations in order to further its mission and vision.

His day job is president of Guy Fox & Associates, Inc., an international consulting firm specializing in supply chain management, contract negotiations, structuring strategic alliances, and infrastructure analysis. He was formerly Chairman of the Board of Global Transportation Services, Inc., an International Freight Forwarder for both Air & Sea freight, NVOCC & Licensed Customhouse Broker. He has over 40 years experience in the logistics industry.

When Guy is not working he enjoys spending time with his wife, two children and two grandchildren. He is also an avid golf player, traveler and cook – one of his favorite places to travel to is Italy. True to form, Guy didn't just visit and view the scenery -- he brought back the ability to make his own Bolognese sauce from scratch! He also has some other favorite Cities like Hong Kong and its Dim Sum, and Seoul with the great Kim Chi!



UPDATE FROM THE NATIONAL DISTRICT EXPORT COUNCIL CHAIR

The two strategic goals of the National DEC for the past 18 months have been to promote the unity of the DECs on a national basis and to raise the national profile of the DECs in regard to trade issues. There are some new efforts being made in regard to these twin goals that I would like to share with you.

National DEC Outreach Committee

The National DEC is making a renewed effort to better communicate with individual DECs and to share DEC Best Practices among the DECs. To this end, our plan is to set up regular communication between the two Steering Committee members from each of the 8 Commercial Service Networks and the DECs with those Networks. This will not only assist individual DECs in staying in touch with National DEC activities but will also create a sense of unity at the regional level. The National DEC encourages DECs to get together on a regional basis for joint meetings, events and activities and this outreach effort is designed in part to achieve that objective. Additionally, this outreach effort will also facilitate the collection and sharing of DEC Best Practices. Please stay tuned for further information on this regard.

DEC Exporter Success Stories

One of the best ways that DECs can increase their profile in regard to trade issues is by collecting stories of DEC members' successes in exporting. These success stories help to provide information to the public on how exporting creates jobs and forms a key component of economic growth. While many DECs previously have made efforts to provide these success stories, there is a need for a regular and systematic effort to collect these success stories. The National DEC is therefore going to institute a new program to collect these success stories with the view of maintaining a database of success stories that can then be used in various ways by DECs. More information about his program will be forthcoming.

2013 National DEC Forum

The 2013 National DEC Forum will once again be held this coming Fall in Washington, D.C., most likely in mid-October. The feedback received after last Fall's Forum was unanimous that having the national meeting of the DECs every year in Washington, D.C. is preferred over other possible locations. The National DEC Steering Committee will be meeting in Washington, D.C. on April 23 and is planning on setting a firm date for the Forum. Once that date has been set, a "save the date" email notice will go out.

Daniel Ogden

Chair, National DEC